

# Macomb Now<sup>TM</sup> Magazine

Macomb County's Exclusive Lifestyle Magazine

Covering more than 483 square miles with 32 miles of coastline, Macomb County is the third most populated county in the state with more than 880,000 residents and more than 18,000 businesses including more than 2,400 local retailers. It's an extraordinary place we all call home, with warm, friendly, gracious people who enjoy where they live, seek exciting opportunities and are dedicated to their community. Whether cruising on Gratiot Avenue or Lake St. Clair, Macomb's residents enjoy all the seasons and Macomb Now Magazine gives them what they need to know.

Each issue we continue to prove that Macomb County is a wonderful place to live, work and play. We focus on those unique stories of people who are doing extraordinary things, businesses going above and beyond, and organizations making a difference. We celebrate our fabulous food and give readers the latest on health and fitness, and relationships. Our stories not only entertain and inform but they have created a following of loyal readers over the past 10 years.

Why should you expose our readers to your business? Because our readers are your potential customers and are loyal to the magazine and to our advertisers. They find the magazine at their doctor's office, hair salon, local businesses and municipalities or they subscribe or purchase it on the newsstand. Most importantly, they share it with their friends and keep it for many months at a time. Join our many advertisers in the next year of Macomb Now Magazine.

# 2024 MEDIA KIT

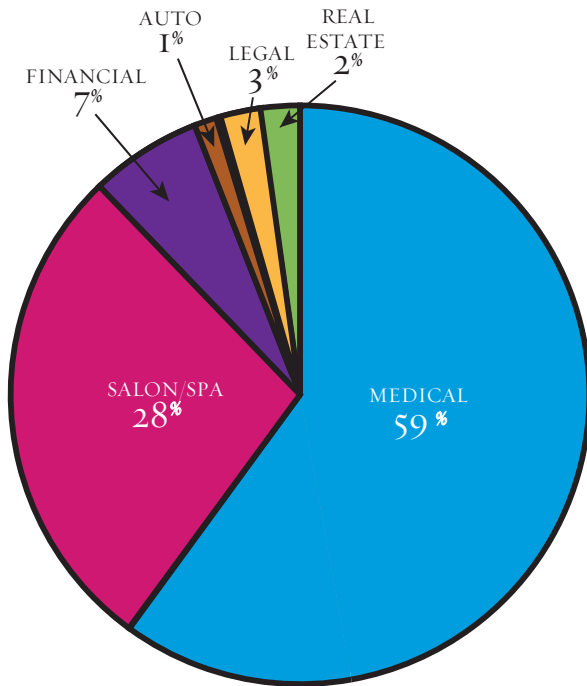
**20,000**  
copies distributed





# Distribution

Mailing Distribution



Each quarter, **20,000** copies of *Macomb Now Magazine* reach our communities. Our magazine gets picked up hourly at thousands of well-established lobbies throughout the county. We can only speculate that if our magazine is read by at least four people in each lobby, each week, it would equate to more than 400,000 readers ~ at the very least. And that's just counting the magazines in the lobbies. Our goal is for everyone to read *Macomb Now Magazine*.

We distribute magazines three ways:

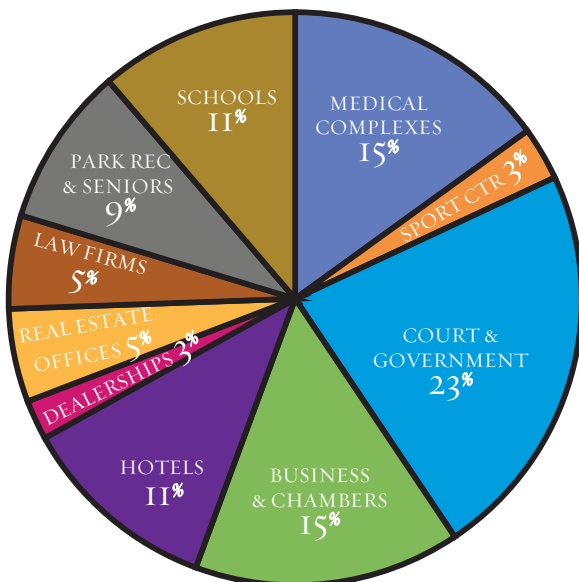
## FOR SALE

Magazines are sold on newsstands for \$3.99 at both locations of Vince & Joe's Gourmet Market, one in Shelby Township and the other in Clinton Township.

## U. S. MAIL

The magazine is mailed to nearly 5,000 select businesses with lobbies, including thousands of doctor and medical offices, nail, tanning and hair salons, Realtor offices, lawyers, banks and mortgage companies, along with a growing number of loyal subscribers.

Hand-delivered Distribution



## COMPLIMENTARY COPIES

15,000 magazines are hand-delivered throughout the county. They are FREE and quickly taken home to be shared with friends, family and neighbors. Including:

- All Governmental Offices & County buildings
- 27 Municipality Offices
- All Senior Centers
- All Libraries
- All Recreation & Sports Centers
- Select Local hotels
- Medical Complexes
- All Chambers of Commerce Offices
- Select Business Complexes
- Many of our Top Local Restaurants

We also supply the magazines to many local events, chamber events and places like Jimmy John's Stadium and the Macomb Center for the Performing Arts.

## Sponsored Content

Advertisers have the ability to share their own stories - as sponsored content on our website or with digital ads in our email blasts. Stories can be written by us or by the advertiser. We then add the story to our site which makes it shareable and searchable adding value to your search ability. Ask your sales rep about additional digital advertising and story creation on our website, email blasts and on our social media. We can give your business some online presence and get your story told to our digital audiences.

## Video TV

A Video TV show, produced by WBRW TV, highlights various stories in each issue. The show can be viewed on local cable TV channels and is streamed on WBRWTV.com. A link can be found on our website - MacombNowMagazine.com.



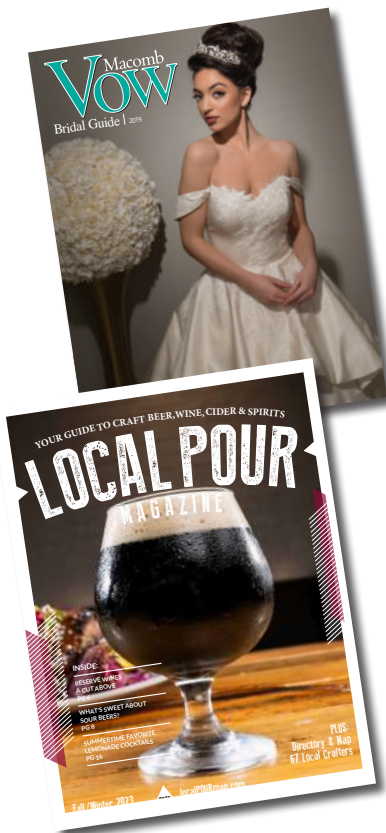
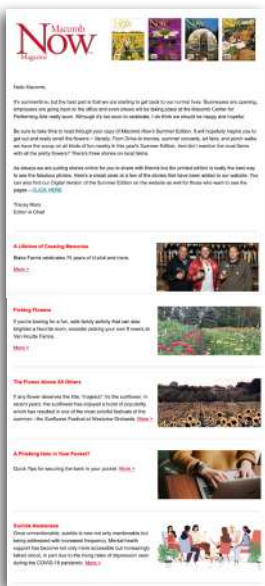
## Special Custom Publications

In 2018 Macomb Now began producing additional publications giving our advertisers more opportunities to use their discounts. Our *Macomb Vow Bridal Guide* is annually distributed at bridal shows, banquet halls and bridal retailers throughout the county and is a fabulous resource for brides-to-be. We even hosted our very own Bridal Show in 2019. This publication isn't mailed and we only print 5,000 so it's affordable for businesses to get in front of these local brides.

We also began producing custom publications for organizations and businesses. We can write stories, sell ads, design, and distribute your booklet. We do this every-day and can help your business present a publication it can be proud of.

In 2021 we joined forces with a new Sister Publication - *Local POUR Magazine* - celebrating the craft beverage industry. This publication includes a directory to the local crafters and comes out twice a year creating a great resource for those who love their crafts. Find more on LocalPOURMag.com.

As an advertiser in Macomb Now you can use your contract rate within any of these publications. Our Sales Reps can help you advertise in all of these publications. And, if you are in need of producing any size booklet for your company or organization, we can be your production team!



## WINTER ISSUE

December 2023, January/February 2024

Magazine out week of December 1

*Wintertime comes early for us, moving us more indoors, but here in Macomb there's still plenty to do both inside and out during our colder months.*

Ad Insertion Deadline - October 20

Ad Artwork Deadline - October 31

## SPRING ISSUE

March/April/May 2024

Magazine out week of March 1

*Making sure you know all there is to see and do is our mission for the spring edition, plus more.*

Ad Insertion Deadline - January 20

Ad Artwork Deadline - February 1

## SUMMER ISSUE

June/July/August 2024

Magazine out week of June 1

*Summertime includes alfresco dining, outdoor concerts, cruising Gratiot and so much more.*

Ad Insertion Deadline - April 20

Ad Artwork Deadline - April 30

## FALL ISSUE

September/October/November 2024

Magazine out week of September 1

*Here in Macomb we are blessed with apples, peaches, sunflowers, pumpkins, and lots of Halloween fun throughout.*

Ad Insertion Deadline - July 20

Ad Artwork Deadline - July 31

## ~ ADVERTISING RATES ~

All ads must be camera ready, submitted in electronic PDF format, files emailed to [Editor@MacombNowMagazine.com](mailto:Editor@MacombNowMagazine.com). All rates shown below are per issue.

AD SIZE	ONE ISSUE OPEN RATE	TWO ISSUES 10% Discount	THREE ISSUES 20% Discount	FOUR ISSUES 30% Discount
QUARTER	775	699	620	545
HALF	1140	1025	915	799
FULL	2199	1979	1760	1540
PREMIUM PLACEMENT	425	425	425	425
INSIDE BACK COVER	2695	2425	2155	1885
INSIDE FRONT COVER	2985	2685	2385	2090
BACK COVER	3205	2885	2565	2245
SPREAD	3850	3465	3080	2695

<p>Full Page 8.75" x 11.125" bleed</p> <p>Trim Size 8.5" x 10.875"</p> <p>Live Area 8.25" x 10.5"</p>	<p>Double Page Spread 17.25" x 11.125" bleed</p>	<p>Half Page Vertical 3.75" x 10"</p>	<p>Quarter Page 3.75" x 5"</p> <p>Half Page Horizontal 7.5" x 5"</p>
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